Marked up version of current claims:

1. (amended) A computer-implemented enterprise modeling method ~~for estimating the impact of specified changes in the value drivers of an enterprise on a component of value of said enterprise~~, comprising:

~~obtaining data related to the value of the business enterprise including a revenue component, an expense component, a capital component and the specified changes in value drivers;~~

~~identifying the causal enterprise value drivers;~~

~~determining, for each one of the causal value drivers, a percentage of each component of value attributable to the causal value driver;~~

~~defining a probabilistic financial simulation model for a component of value; and~~

~~simulating the impact of specified changes in value drivers on the component of value.~~

Transforming data from a variety of systems into a probabilistic model that identifies the impact of elements of value on the short term financial performance of an enterprise.

2. (amended) The ~~computer-implemented~~enterprise modeling method of claim 1 wherein the elements of value ~~drivers~~ are ~~initially identified by predictive models~~selected from the group consisting of relationships, customers, employees, brands, intellectual property, partners, production equipment and vendors.

3. ~~The computer-implemented method of claim 1 further comprising optionally sub-dividing the revenue, expense and capital in to sub-components to yield a more detailed analysis.~~(amended) The enterprise modeling method of claim 1 wherein the elements of value contain items that are optionally clustered into sub-elements of value for more detailed analysis.

4. ~~The computer-implemented method of claim 1 wherein determining the percentage of the component of value, attributable to each causal value driver comprises using output from a predictive model to determine the percentage of the component of value attributable to the value driver.~~(amended) The enterprise modeling method of claim 1 wherein data is obtained from the group consisting of advanced financial systems, basic financial systems, operation management systems, sales management systems, human

resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems and purchasing systems.

5. ~~The computer-implemented method of claim 1 wherein a value driver comprises a combination of one or more item variables and one or more item performance indicators.~~(amended) The enterprise modeling method of claim 1 wherein at least a portion of the data is obtained from the Internet.

6. ~~The computer-implemented method of claim 1 wherein a value driver comprises one or more item variables.~~(amended) The enterprise modeling method of claim 1 wherein the impact on short term financial performance includes impact on the group consisting of revenue, expense or change in capital.

7. ~~The computer-implemented method of claim 1 wherein a value driver comprises one or more item performance indicators.~~(amended) The enterprise modeling method of claim 1 wherein an enterprise is defined by the revenue, expense and capital change associated with a single product, a group of products, a division or an entire company.

8. ~~The computer-implemented method of claim 1 wherein the probabilistic financial simulation is completed by a Monte Carlo simulation model.~~(amended) The enterprise modeling method of claim 1 wherein the method for determining the impact of the elements of value on the enterprise is determined in part by the level of interaction between elements of value.

9. ~~A computer readable medium having sequences of instructions stored therein, which when executed cause a processor to perform a method for estimating the impact of specified changes in the value drivers of an enterprise on a component of value of said enterprise, comprising:~~(amended) The enterprise modeling method of claim 1 wherein the identified impact for each element of value is for a specified point in time within a sequential series of points in time.

~~obtaining data related to the value of the business enterprise, identifying the causal enterprise value drivers;~~

~~determining, for each one of the causal value drivers, a percentage of each component of value attributable to the causal value driver;~~

~~defining a probabilistic financial simulation model for a component of value;~~

~~simulating the impact of the specified changes in value drivers on the component of value;~~

10. ~~The computer readable medium of claim 9 wherein the value drivers are initially identified by predictive models.~~(amended) The enterprise modeling method of claim 1 wherein the impact of each element of value on the enterprise is determined by its net impact on the components of value and the other elements of value for the enterprise.

11. ~~The computer readable medium of claim 9 further comprising optionally sub-dividing the revenue, expense and capital in to sub-components to yield a more detailed analysis.~~(amended) The enterprise modeling method of claim 1 wherein the probabilistic model is a Markov model.

12. ~~The computer readable medium of claim 9 wherein determining the percentage of the component of value attributable to each causal value driver comprises using output from a predictive model to determine the percentage of the component of value attributable to the value driver.~~(amended) A computer readable medium having sequences of instructions stored therein, which when executed cause a processor to perform an enterprise modeling method, comprising:

transforming data from a variety of systems into a probabilistic model that identifies the impact of intangible elements of value on the short term financial performance of an enterprise.

13. ~~The computer readable medium of claim 9 wherein a value driver comprises a combination of one or more item variables and one or more item performance indicators.~~(amended) The computer readable medium of claim 12 wherein the intangible elements of value are selected from the group consisting of relationships, customers, employees, brands, intellectual property, partners and vendors.

14. (amended) The computer readable medium of claim ~~9~~12 wherein a~~the elements of value driver comprises one~~ contain items that are optionally clustered into sub-elements of value for more ~~item variables~~detailed analysis.

15. (amended) The computer readable medium of claim ~~9~~12 wherein ~~a value driver comprises one or more item performance indicators.~~data is obtained from the group consisting of advanced financial systems, basic financial systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems and purchasing systems.

16. (amended) The computer readable medium of claim ~~9~~12 wherein at least a portion of the ~~simulation~~data is ~~completed by a Monte Carlo simulation model~~obtained from the Internet.

17. ~~A~~(amended) The computer system, comprising:

a processor having circuitry to execute instructions, a means for accepting user specified changes in value drivers, a storage device coupled to the processor and having sequencesreadable medium of instructions stored therein, which when executed cause the processor to:

obtain data related to a valueclaim 12 wherein short term financial performance includes impact on the group consisting of ~~a business enterprise,~~

~~identify the causal enterprise value drivers;~~

~~determine, for each one of the causal value drivers, a percentage of each component of value attributable to the causal value driver;~~

~~define a probabilistic financial simulation model for a component of value; and~~

~~simulate the impact of the specified changes in value drivers on the component of value~~revenue, expense or change in capital.

18. ~~The computer system of claim 17 wherein the value drivers are initially identified by predictive models.~~(amended) The computer readable medium of claim 12 wherein an enterprise is defined by the revenue, expense and capital change associated with a single product, a group of products, a division or an entire company.

19. ~~The computer system of claim 17 wherein the revenue, expense and capital components are optionally sub-divided in to sub-components to yield a more detailed analysis.~~(amended) The computer readable medium of claim 12 wherein the method for determining the impact of the elements of value on the enterprise is determined in part by the level of interaction between elements of value.

20. ~~The computer system of claim 17 wherein determining the percentage of the component of value, attributable to each causal value driver comprises using output from a predictive model to determine the percentage of the component of value attributable to the value driver.~~(amended) The computer readable medium of claim 12 wherein the identified impact for each element of value is for a specified point in time within a sequential series of points in time.

21. ~~The computer system of claim 17 wherein a value driver comprises a combination of one or more item variables and one or more item performance indicators.~~(amended) The computer readable medium of claim 12 wherein the impact of each element of value on the enterprise is determined by its net impact on the components of value and the other elements of value for the enterprise.

22. (amended) The computer ~~system~~readable medium of claim ~~17~~12 wherein the probabilistic model is a ~~value driver comprises one or more item variables~~Markov model.

23. ~~The computer system of claim 17 wherein a value driver comprises one or more item performance indicators.~~(amended) An enterprise modeling system, comprising:
a computer with a processor having circuitry to execute instructions; a storage device available to said processor with sequences of instructions stored therein, which when executed cause the processor to:

transform data from a variety of systems into a probabilistic model that identifies the impact of intangible elements of value on the short term financial performance of an enterprise.

24. ~~The computer system of claim 17 wherein the simulation is completed by a Monte Carlo simulation model.~~(amended) The modeling system of claim 23 wherein the intangible elements of value are selected from the group consisting of relationships, customers, employees, brands, intellectual property, partners and vendors.

25. ~~A computer system for identifying the changes in value drivers of an enterprise that will achieve a pre-defined financial goal for a component of value of said enterprise, comprising:~~(amended) The enterprise modeling system of claim 23 wherein data is obtained from the group consisting of advanced financial systems, basic financial

systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems and purchasing systems.

~~means for obtaining data related to the value of the business enterprise including a revenue component, an expense component and a capital component;~~

~~means for identifying the causal enterprise value drivers;~~

~~means for determining, for each one of the causal value drivers, a percentage of each component of value attributable to the causal value driver;~~

~~means for defining a probabilistic financial simulation model for a component of value; and~~

~~means for identifying the changes in value drivers that will achieve the pre-defined financial goal for the component of value.~~

26. ~~The computer system of claim 25 wherein the value drivers have been determined to be causal value drivers for the component of value by a causal model.~~(amended) The enterprise modeling system of claim 23 wherein an enterprise is defined by the revenue, expense and capital change associated with a single product, a group of products, a division or an entire company.

27. ~~The computer system of claim 25 wherein determining the percentage of the component of value, attributable to each causal value driver comprises using output from a predictive model to determine the percentage of the component of value attributable to the value driver.~~(amended) An enterprise value system, comprising:
networked computers each with a processor having circuitry to execute instructions; a storage device available to each processor with sequences of instructions stored therein, which when executed cause the processors to:

transform data from a variety of systems into a probabilistic model that identifies the impact of elements of value on the short term financial performance and value of an enterprise.

28. ~~The computer system of claim 25 wherein the pre-defined financial goal can be optimal financial performance.~~(amended) The value system of claim 27 where the elements of value are selected from the group consisting of relationships, customers, employees, brands, intellectual property, partners, production equipment and vendors.

29. ~~The computer system of claim 25 wherein identifying changes in value drivers that will achieve the pre-defined financial goal further comprises iterating a Monte Carlo simulation model.~~(amended) The enterprise value system of claim 27 wherein data is obtained from the group consisting of advanced financial systems, basic financial systems, operation management systems, sales management systems, human resource systems, accounts receivable systems, accounts payable systems, capital asset systems, inventory systems, invoicing systems, payroll systems and purchasing systems.

30. ~~A computer system for identifying the proper method for completing element of value valuations as a function of the level of interaction between value drivers, comprising:~~(amended) The enterprise value system of claim 27 wherein an enterprise is defined by the revenue, expense and capital change associated with a single product, a group of products, a division or an entire company.

~~means for obtaining data related to the value of the business enterprise including a revenue component, an expense component and a capital component;~~

~~means for identifying the causal enterprise value drivers;~~

~~means for determining, for each one of the causal value drivers, the level of interaction by element of value; and~~

~~means for using a method that sums value drivers by element when value driver interaction is high and using composite variables for each element of value when value driver interaction is low.~~

REMARKS

The Applicant respectfully requests consideration of the present application as amended herewith.

Respectfully submitted,

Dated: 3/13/2003

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